GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition & Excise Department - Menace of Illicitly Distilled Liquor - Launching Navodayam 2.0 – Flagship programme to eradicate I.D liquor from the State – Coordination with line Departments - Schedule of the Programme – Orders- issued.

Revenue (Excise) Department

G.O.RT.No. 17 **Dated: 10-01-2025**

Read:

1. Govt.Letter No.310221/3/2016-ExII-Rev, Revenue (Excise-II) Department, Dt.25.01.2016.

2. From the Director, E&P Lr. CR.No.123/DOE/2024/B1, dt.31.12.2024.

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ORDER:

In the reference 2nd read above, the Director, Excise & Prohibition has submitted a proposal to launch "Navodayam 2.0" flagship programme that aims to eradicate illicitly distilled liquor form the state of Andhra Pradesh with the following objectives:

To prevent production, storage, distribution, sale and consumption of I.D liquor, thereby improving the standard of health of consumers who primarily belong to the low income group.

- To control the supply of raw materials used for manufacture of I.D liquor.
- To identify kingpins/players related to I.D liquor crime and prosecute them as per law.
- To create awareness in the public, especially among the poorer sections against the ill effects of I.D liquor.
- Safe guarding the financial resources of the low income group and weaker sections of the society by reducing their expenditure on medical complications that arise from consumption of I.D liquor.
- Making efforts for creating a sustainable alternate livelihood mechanism for the families involved in I.D liquor trade.

2. Government after careful examination of the matter, hereby decided to implement Navodayam 2.0 in the following five stages with the co-ordinated efforts of Excise, Revenue, Police, Forest, Tribal welfare and Panchayat Raj departments:

1. **Preparatory stage: (~ 1 month)**

   a. Organizing visits to all A & B category villages and conducting Gram Sabhas and pledges by involving local village elders and local politicians to address people to refrain from illicit distillation of liquor and change profession.
   b. Arranging Kala Jathas and creating awareness among villagers regarding ill effects of ID Liquor.
   c. Listing out alternate employment/livelihood avenues for families involved in ID Liquor crime after discussing in Gram Sabhas.
   d. Binding over the habitual offenders under sections 128, 129 BNSS.
   e. Ensuring that adoption officers are allotted for all A and B category villages. Preparing information network and getting numbers of village elders, Government teachers, media personnel and creating channel for information gathering.
   f. Formation of co-ordination committees at Village level with Sarpanch, VRO, PEC/PEHC; At Mandal level with Tahsildar, MPP, SHO of Police, SHO of Excise; At District level with the District Collector, District Superintendent of Police, District Prohibition & Excise Officer, District Forest Officer and at State level with the Principal Secretary, Revenue (Excise), ADG/IG of Police (Law & Order), Commissioner of Prohibition & Excise, Director of Enforcement P & E. These co-ordination committees shall meet at least once in a month to review the progress of Navodayam and to give its suggestions and information to the Department to achieve good results.
   g. Conducting meeting with Jaggery merchants district wide and advising them not to supply Jaggery for the purpose of Manufacturing ID liquor and creating a mechanism to monitor sale of Jaggery with surprise visits and obtaining regular fortnightly returns.
   h. Widely publicizing control room number **14405** for gathering information.
   i. Liaising with local public representatives to emphasize the Government's stand on eradication of ID liquor.

2. **Enforcement stage**: **(~ 2 months)**

   a. Raiding A & B category villages to ensure that ID liquor and FJ wash are destroyed.
   b. Ensuring cases shall be under cover of a Mediators' report to make them water tight. Photography and videography of crime scene to be

done mandatorily. Each case shall be thoroughly investigated by linking scene of crime and articles seized with the offenders. Gathering of technical data shall be done with proper analysis to establish forward and backward linkages.

c. Engaging stakeholders for coordinated raids on ID liquor prone villages. Assistance of local police for focused raids and also to act as a force multiplier.
d. DPEOs to mobilize force from entire district to raid ID prone villages in highly affected stations.
e. Special plan of action for inaccessible villages and places which require special assistance to reach, by boats etc.
f. Tracking huge sales of Jaggery through information. Ensuring the jaggery traders maintain a register declaring the details of persons to whom jaggery is sold, so that it is sold for preparation of ID liquor.
g. Link to be established between the supplier of jiggery and manufacturer of ID Liquour.
h. C category villages which are only sale points of ID liquor shall be made a part of patrolling beat of respective ECs. Prompt and effective action to be taken against ID liquor sellers in C category villages and the connected offenders transporting ID liquor from manufacturing centers to the sale points.
i. Identifying notorious/repeat offenders with sufficient cases to initiate PD act on them.

3. Consolidation (Rehabilitation and maintenance) stage: (~2 months)

a. Follow up action on raids conducted and ensuring that villages stay ID liquor free. Keeping a continuous watch on A & B category villages and ensuring that ID liquor is no longer manufactured there.
b. Keeping a watch on C category villages and ensuring that no ID liquor is being sold in these villages.
c. Conducting Gram Sabhas in villages and re-emphasizing the ill effects of consuming ID and continue awareness activities.
d. Follow up by respective adoption officers through the information/feedback channels created by them to ensure that the villages stay ID liquor free.
e. Pursuing with the District Collector to design programmes for proper rehabilitation and support to those ID liquor offenders who are no longer involved in those offences. Programs may include Skill

development for employment, small scale individual or group businesses etc.

4. Declaration stage: **(~ 5th month onwards)**

a. **ID liquor Free Village:** A village in which there are no cases of ID liquor manufacturing/sale for past minimum **2 Months** will be proposed for declaring as ID liquor free village.
b. A village will be declared as ID liquor free, if a Gram Sabha resolution is passed in front of village elders that village in the presence of Revenue, Police and Excise department officers that the village is ID liquor free.
c. Excise and Police station incharges of concerned area along with Tahsildar to give a official joint declaration after the gram sabha that the village is ID liquor free.
d. A sense of pride shall be developed in villagers while declaring the village as ID liquor free. Village Community should be made an integral part of process of ID liquor eradication in the village.
e. After all the ID liquor prone villages are declared ID liquor free, then a joint declaration from Collector and SP shall be obtained to declare the district ID liquor free.

5. Continuous Monitoring: (~ 7th month onwards)

a. Keep monitoring the villages continuously to ensure that they stay ID liquor free.
b. Ensuring that those offenders who have been provided rehabilitation do not revert back to ID liquor crime.
c. Gram sabhas, Kala Jathas and awareness programmes shall continue in the effected villages.
d. Adoption officers shall keep monitoring the villages.

3. The District Collectors, Superintendents of Police, Divisional forest officers and other relevant department officers under the leadership of the District Collector shall extend their co-operation in the key areas as enumerated below for effective implementation of the "Navodayam 2.0" flagship programme.

I. District Collectors:

I. Participate in awareness campaigns highlighting the ill effects of consuming and risks involved in manufacture and transport of I.D liquor.

II. Create awareness in their respective jurisdictions by involving the revenue officials of divisional/mandal and village levels and instructing them to participate in such awareness campaigns.

III. All the revenue officials should be instructed to co-operate with the Excise department during enforcement activity for identification of land owners where illicit distillation is taking place, to act as mediators whenever required, for binding over offenders for good behavior, during breach of bonds etc.

IV. To coordinate with the DFO to instruct the field level forest officials to ensure that no illicit distillation takes place in forest lands and also the beat officer/Forest Rangers to share information regarding any I.D liquor crime to the Excise/Police officials.

V. To coordinate with the P.O., ITDA/DTWO concerned to create awareness and assist in the I.D liquor eradication programme in the identified villages of tribal areas .

VI. To issue suitable instructions to the PR and RD dept officials at village level to share information related to I.D liquor crime to Excise or Police officials and to render any other assistance to the Prohibition & Excise department to make Navodayam 2.0 successful along with initiation of plan to connect the unconnected ID prone villages and give priority in development works in such identified villages.

VII. To invoke P.D Act against habitual/notorious offenders, so as to create deterrence against I.D liquor crime.

VIII. Instruct the VROs/VRAs and Sarpanches to pass on information regarding I.D liquor crime, to the Excise/Police departments.

IX. Identify area specific alternate livelihood opportunities to the families involved in I.D liquor crime.

X. After eradication of ID liquor from an area, the respective Revenue officials along with Police and Excise officials shall issue joint certificate of declaration that their jurisdiction is free from I.D liquor.

XI. Upon satisfying himself that the district is free from ID liquor, the District Collector shall issue a declaration certificate along with the Superintendent of Police and the District Prohibition & Excise Officer.

II. Superintendents of Police:

I. Participate in awareness campaigns highlighting the ill effects of consuming and risks involved in manufacture and transport of I.D liquor.

II. Create awareness in their respective jurisdictions by involving the Police officials of divisional/mandal levels and instructing them to participate in such awareness campaigns.

III. Share data and information regarding I.D liquor crime with the Excise department.

IV. Police also to parallelly conduct enforcement activity against I.D liquor crime.

V. Supplement additional force to the Excise department during raids, route watches etc.

VI. After eradication of ID liquor from an area, the respective Police officials along with Revenue and Excise officials shall issue joint certificate of declaration that their jurisdiction is free from I.D liquor.

VII. Upon satisfying himself that the district is free from ID liquor, the Superintendent of Police shall issue a declaration certificate along with the District Collector and the District Prohibition & Excise Officer.

4. The Director, Excise & Prohibition, AP, shall take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA IAS
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Director, Excise & Prohibition, A.P., Mangalagiri.
Copy to:
All the concerned Departments.
All the District Collectors,

The Commissioner of Panchayat Raj and Rural Development Department.
The Director of Tribal Welfare Department.
The Superintendents of Police.
The Divisional forest officers.
The P.R.O., I&R Department.
The PS to Hon'ble Minister (Excise).
The PS to Prl. Secretary to Govt., Revenue (Excise) Department.
SC/SF.

//FORWARDED BY ORDER//

SECTION OFFICER